

City of Corvallis

Salmon Response Plan

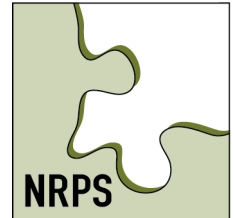
Prepared for:

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August 20, 2004

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Appendix 11

Phase I Public Involvement Plan



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PUBLIC INVOLVEMENT PLAN

DATE: MAY 22, 2001
TO: **GREG GESCHER**
FROM: BILL JONES
PROJECT NAME: CITY OF CORVALLIS ESA 4(D) RESPONSE PLAN
PROJECT NUMBER: 2005033
RE: PUBLIC INVOLVEMENT

CITY OF CORVALLIS ENDANGERED SPECIES ACT RESPONSE PLAN RECOMMENDED PUBLIC INVOLVEMENT STRATEGY

INTRODUCTION

This recommended public involvement strategy is the result of group interviews with the City's Technical Advisory Committee; meetings with stakeholders from the business, land use, and environmental communities; and our professional experience. Cogan Owens Cogan, LLC, prepared this strategy as part of its subcontractor agreement with Shapiro and Associates, Inc. SHAPIRO is assisting the City with the development of a response plan to the listing of chinook salmon under the Endangered Species Act (ESA).

In a city as informed and involved as Corvallis, no single public involvement strategy will be effective in helping the City achieve its desired result – broad public support of the response plan effort. For this reason, we recommend a variety of techniques to accomplish the City's objectives – from educational elements such as use of fact sheets and the City's website, to two-way communication with the public such as public meetings and questionnaires. The consultant team may lead some of these tasks; others may be led by the City. Suggested timelines follow the description of each element. A summary report of our stakeholder interviews will be provided when all interviews are complete.

OBJECTIVE

As part of the City's overall response to the listing of chinook salmon as a threatened species under the ESA, this public involvement strategy is a series of recommendations to inform and engage City of Corvallis residents in protecting and restoring chinook salmon. Public

involvement is a key element in the eventual success of the project. Not only must the plan have a sound scientific basis for decision making, but the public also must be supportive of the programs to prevent salmon habitat degradation in Corvallis. This public involvement strategy provides an outline of activities to educate, involve, inform, and seek contribution from the public throughout the project.

STRATEGY ELEMENTS

- ◆ **Designate an ESA contact for the City.** Greg Gescher is the primary contact for citizen inquiries and involvement for the project. This is reassuring to the public, as they will know whom to contact as the work progresses. This information, including an e-mail address, should be included in all media releases, on other fact sheets and newsletters, and on the City's website.

Suggested timeline: Fall 2000. Completed.

- ◆ **Establish an ESA response plan page on the City's website.** We recommend establishing a series of pages and links from the City's website to provide Internet users with 24-hour access to information. Citizens will be directed to this site for background information on the ESA, as well as the City's activities in developing a response plan. The consultant team will prepare all materials for the City's review. All information should be written in clear, non-technical language that citizens are able to understand.

Suggested timeline: March 2001. Pages completed in draft and final form. Waiting for activation.

- ◆ **Articles in *The City* newsletter and other organizations' newsletters.** To inform Corvallis citizens of the City's plans to prepare a response strategy, submit regular updates about the process in *The City* newsletter. This newsletter reaches more than 29,000 households in Corvallis. The first informational article was printed in the January newsletter. Updates should be at least quarterly. Contact information and direction to the City's website should tell citizens they may contact the City regarding this project and how it may affect them. Articles for *The City* newsletters should be made available to other organizations, including the Corvallis Environmental Center, the Mary's River Watershed Council, the Chamber of Commerce, and the OSU *Barometer and Restoration*.

Suggested timeline: Ongoing with quarterly updates. First article printed January 2001. Update scheduled for the April edition to promote the May 29 public event.

- ◆ **Involvement of other media.** Regular updates and advisories to Corvallis area media, including the *Corvallis Gazette-Times* and radio stations, should be made periodically. Direct contact with the *Gazette Times*' editorial board also should be made to discuss the possibility of editorial support or a special opinion piece from the City's elected leaders or management staff. Feature stories about business and community involvement also should be considered.

Suggested timeline: Ongoing. Information regarding the May 29 public event should be distributed no later than April 30.

- ◆ **Stakeholder involvement.** Early involvement of informed constituent groups helped to advise and refine this public involvement strategy. Both the land use/environmental and the business groups recommended strong, early, and frequent public education and involvement in the process to obtain citizen input and avoid “surprises”. Both groups offered to co-sponsor events, help distribute information about the process, and encourage the active involvement of their members. We recommend continuing to solicit their advice and collaboration as the project moves ahead. A working list is included at the end of this strategy.

Suggested timeline: Ongoing. Meetings with key stakeholder groups began in January 2001 and will continue through the spring.

- ◆ **Public meetings and events.** Corvallis residents are well-educated, informed, and involved in civic affairs. Stakeholder summits were recommended as a type of public event that would be well received.

Suggested timeline: Ongoing. The first public event is scheduled for May 29th.

- ◆ **Exhibits at summer affairs and events.** To disseminate information about the City’s progress with the response strategy and to provide general information on the ESA and how citizens can be involved, we recommend making fact sheets and other materials available at summer fairs and events such as DaVinci Days and the Farmers Market.

Suggested timeline: Write and produce materials by late spring, distribute Summer 2001.

Other recommendations:

- ◆ Cablecasting of public events. Citizens are accustomed to viewing City Council meetings as a source of information.
- ◆ Youth involvement. Involving high school and other teachers is a good way to inform and involve not only students, but also their parents.
- ◆ Movie theatre ads. Ads in movie theatre previews are an inexpensive way to advertise public events and disseminate other information, such as tips for “salmon friendly” citizen behavior.
- ◆ Distribution of fact sheets and other information at the City/County library.
- ◆ Question(s) in the 2001 citizen attitude survey.

ASSIGNING RESPONSIBILITIES

Once a public event or an activity has been identified and selected, the City and consultant team will coordinate steps to prepare for and sponsor the event or activity. A list of major tasks will be developed and roles and responsibilities will be assigned to the City and/or consultant team. A “Public Event Responsibilities Template” similar to the example template that is included in

this plan will be used to ensure that all parties know the steps involved in the event or activity and who has the lead or primary responsibility and who supporting or secondary responsibility.

Under the “Comments/Timeline” column the specific elements or work items will be identified for each task. A work schedule will also be included so it is clear when tasks will be completed.

The “Public Event Responsibilities Template” will guide the entire event/activity preparation, its sponsorship and any post event/activity actions. It is designed to clearly display all the major steps, roles and responsibilities, and schedule to reduce confusion and ensure event/activity success.

STAKEHOLDER GROUPS

Recommended stakeholder groups and organizations with whom to collaborate include:

Boards and Commissions

- ◆ Planning Commission
- ◆ Citizen Involvement Committee
- ◆ Stormwater Advisory Committee
- ◆ Parks and Recreation Advisory Board
- ◆ Open Space Advisory Committee
- ◆ Neighborhood Associations
- ◆ West Corvallis Planning Advisory Committee

Business and Institutional:

- ◆ Chamber of Commerce
- ◆ Mid-Willamette Valley Homebuilders
- ◆ Oregon State University
- ◆ Oregon State University Sea Grant Program
- ◆ Mid Willamette Valley Council of Governments
- ◆ Soil and Water Conservation Districts
- ◆ Cascade Pacific Resource Conservation and Development
- ◆ Future Farmers of America (youth)
- ◆ Large employers
- ◆ NPDES permit holders

Land Use and Environmental:

- ◆ Mary's River Watershed Council¹
- ◆ The Environmental Center
- ◆ Greenbelt Land Trust
- ◆ Audubon Society
- ◆ Native Plant Society
- ◆ Isaac Walton League Advisory Board
- ◆ The Sierra Club – Mary's Peak Chapter
- ◆ Jackson, Frasier, and Sequoia Creeks Watershed Council
- ◆ Oregon Student Public Interest Research Group (OSPIRG)
- ◆ League of Women Voters
- ◆ Friends of Benton County
- ◆ 4-H Clubs (youth)

¹ Both the Mary's River Watershed Council and the Corvallis Environmental Center are umbrella organizations that include several of the land use and environmental organizations listed here.

CITY OF CORVALLIS
ENDANGERED SPECIES ACT RESPONSE PLAN
Public Event Responsibilities Template
EXAMPLE

TASK	COC	SHAPIRO	CITY	COMMENTS/TIMELINE
1. Design overall program/agenda				
2. Arrange for/ confirm facility/logistics				
3. Develop announcement for City newsletter				
4. Place in City newsletter				
5. Develop media release				
6. Media and other stakeholder notification				<i>Internal and external to City</i>
7. Refreshments				
8. Design format / produce agenda				
9. Write/ produce other handouts/ displays				
10. Provide sign-in sheet, agendas, name tags, directional/table signs, etc.				
11. Write/ produce questionnaire/comment sheet				
12. Summary report				

- Primary responsibilities
- Supporting responsibilities

